



Measuring Success

Beginning with the end in mind to communicate success

Overview

- SMAART Goals (tool)
- Action Plans (tool)
- Continuous communication
- Dashboards (tool)
- Q&A/Discussion

SMART Goals

- Specific
- Measurable
- Aggressive, yet
- Achievable
- Relevant
- Timebound

SMART Goals

- What are you trying to achieve?
- What is success?
- Will this be a stretch to accomplish?
- Is it too much of a stretch?
- How does this advance a vision?
- When do we want to achieve it?

SMAART Goal

- The Tactical Urbanism Project will increase pedestrian traffic on Franklin Street by 20% between 2017 and 2018.

Action Plans

- Actions to achieve the goal
- Responsible Parties
- Timeline
- Performance measures
- (Funding source)

Performance Measures

- What is the baseline?
- What direction are you trying to affect change?
- How much are you trying to affect change?
- What data will you need? How will it be collected? How often?
- **How will you know you've been successful?**

Action Plans

Action	Responsible Party	Timeline	Performance Measure	Funding Sources

Action	Responsible Party	Timeline	Performance Measure	Funding Sources
Identify tactical urbanism projects, teams, and dates	TUP	Jun 2017	At least 2 projects identified At least 2 committed volunteers per project Dates for each project with project timeline	Create project budgets and cost estimates; identify local sponsors/benefactor
Collect baseline data (ped count)	TUP	Jun 2017	Ped counts on a Tuesday afternoon/evening and Saturday morning in 2 locations	Volunteer labor
Secure appropriate permits	TUP	July 2017	Permits secured	Project budget
Install projects	TUP	July 2017	2 projects installed	Project budget
Collect impact data (ped count)	TUP	Quarterly October 2017 through July 2018	Quarterly ped counts on Tuesday PM and Saturday AM	Volunteer labor

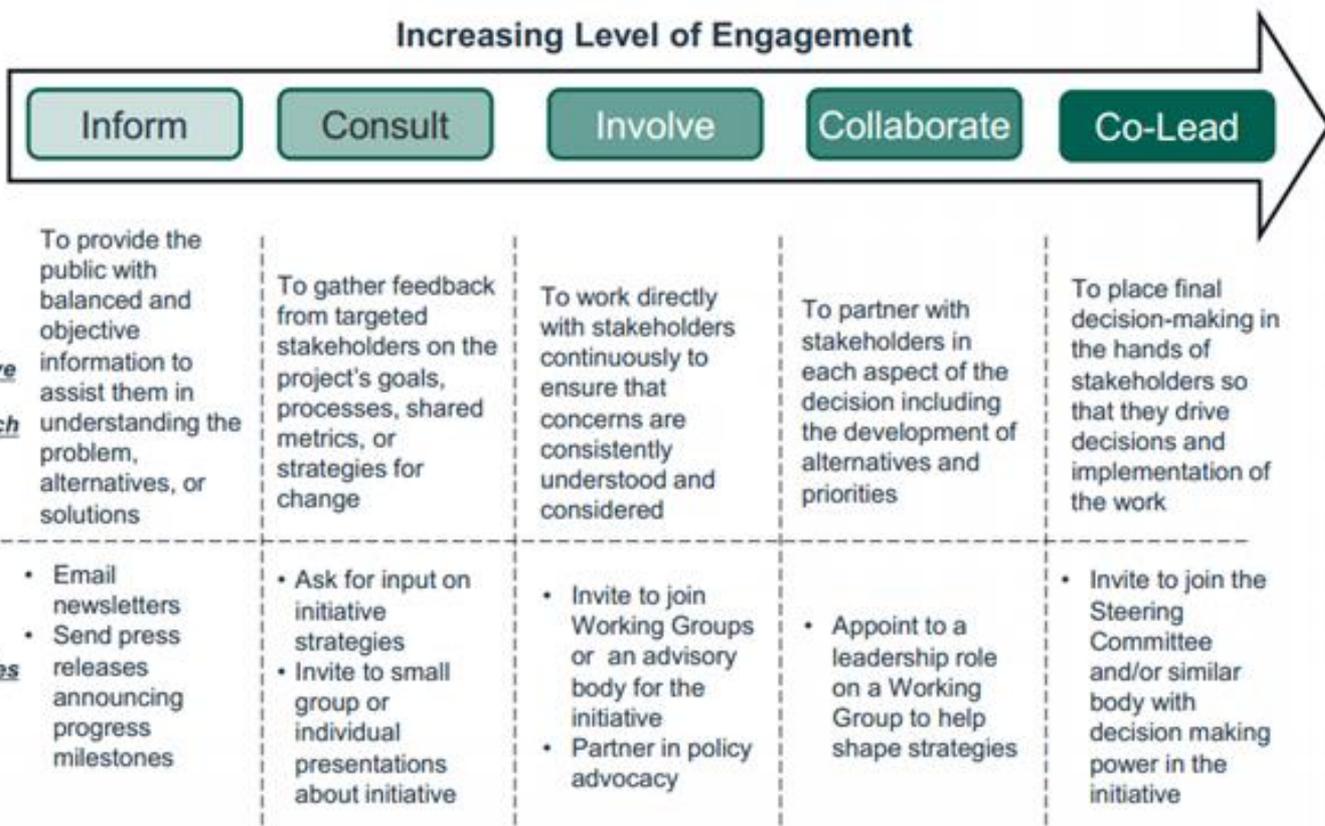
Continuous Communication

- Engage opponents, likely opponents
- Cultivate leaders
- Develop proponents
- Make case to funders, others
- Celebrate success
- Recognize volunteers and leaders

Continuous Communication

- Who needs to be engaged to be successful?
- When do they need to be engaged?
- What level of engagement is appropriate?
- How will you communicate?
- How often will you communicate?
- Who controls the message?

Increasing Level of Engagement



Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2

Dashboard

- Visual way to communicate progress/success
- Reporting tool
- Online or paper
- Dynamic or static

Dashboard Template

Action	Performance Measure	Date Updated	Progress	Contact

Action	Performance Measure	Date Updated	Progress	Contact
Identify tactical urbanism projects, teams, and dates	At least 2 projects identified At least 2 committed volunteers per project Dates for each project with project timeline	6/15/17	Hopscotch: Rachel, Faith Yarn bombing: Rachel, Jessica Scavenger hunt: Rose, Rachel	Rachel Mattingly, rmattingly@prosperityindiana.org
Collect baseline data (ped count)	Ped counts on a Tuesday afternoon/evening and Saturday morning in 2 locations	7/1/17	Baseline: Tuesday PM north: 45 Tuesday PM south: 55 Saturday AM north: 85 Saturday AM south: 115	Rose Scovel, rscovel@prosperityindiana.org
Secure appropriate permits	Permits secured	7/1/17	Permits approved	Rose Scovel rscovel@prosperityindiana.org
Install projects	2 projects installed	12/31/17	Hopscotch board: 7/30/17 Tree yarn bombing: 9/1/2017 Scavenger hunt: 10/15/2017	Rachel Mattingly rmattingly@prosperityindiana.org
Collect impact data (ped count)	Quarterly ped counts on Tuesday PM and Saturday AM	7/30/18	Q3 2017: T 50, S 100 Q4 2017: T 30, S 90 Q1 2018: T 35, S 92 Q2 2018: T 55, S 125	Rose Scovel rscovel@prosperityindiana.org



Questions?